Alerting You to Threats Shared Publicly on Social Media

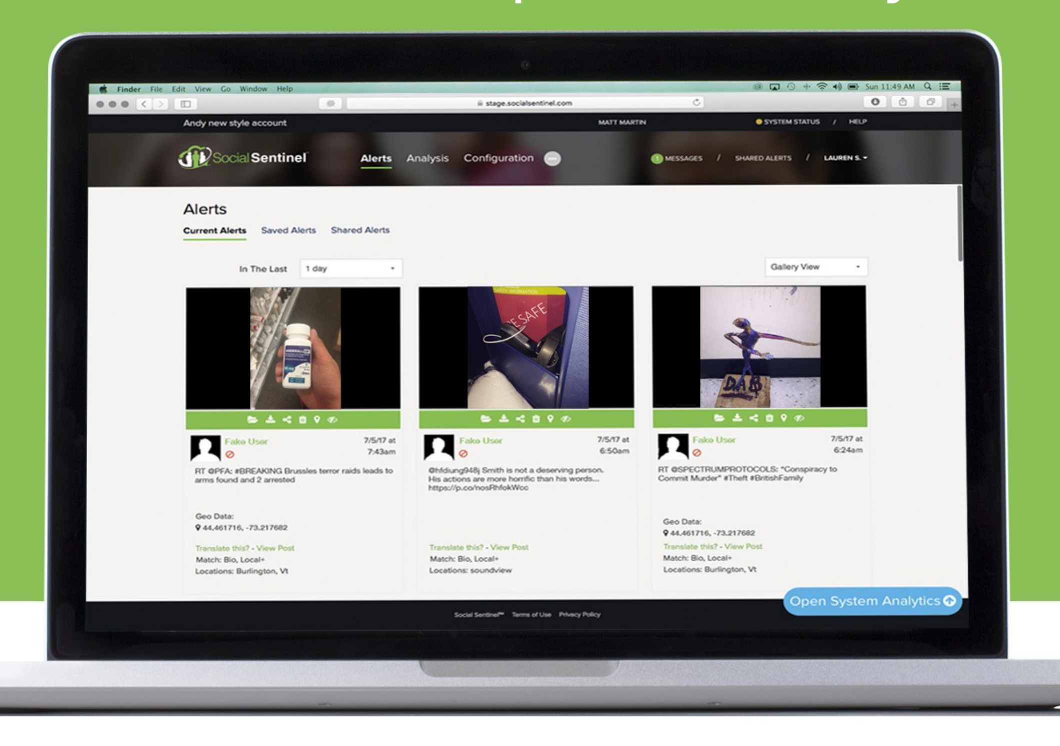


Helping You Find the Needles in the Digital Haystack



How The Social Sentinel Service Works

You receive an alert when a public safety match is made



1 Billion Posts



Sentinel
Search℠ Library



Your Local+℠
People, Places, Events



Social Sentinel Sources



Instagram



Meetup

Flickr

Twitter

Facebook Pages

Tumblr

Google+

Vimeo

Wordpress

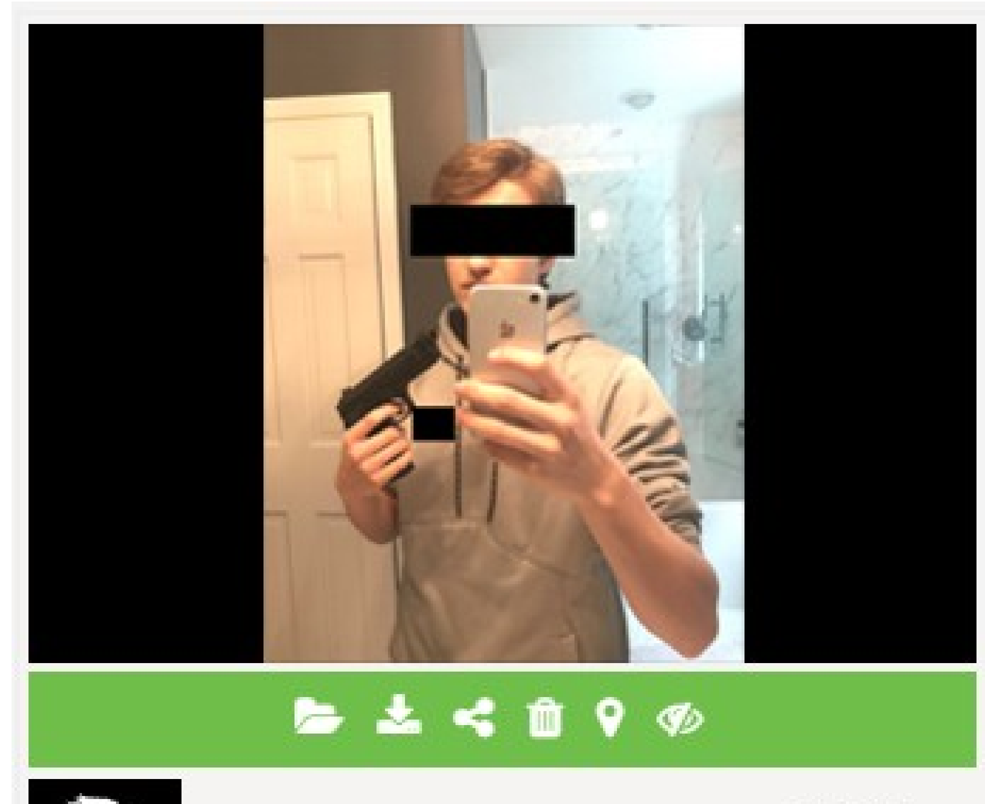
You Tube

Periscope



4Chan (Coming Soon)







User Redacted

6/29/17 at 1:13pm

I pray for someone to shoot up the school @XYZ https://t.co/34Jue&H44

Geo Data:

Translate this? - View Post

RMap™ Match: Bio, Local+

I pray for someone to shoot Up the school @XYZ https://t.co/34Jue&H44



No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

Why am I so chubby i'm going to end it all

Geo Data:

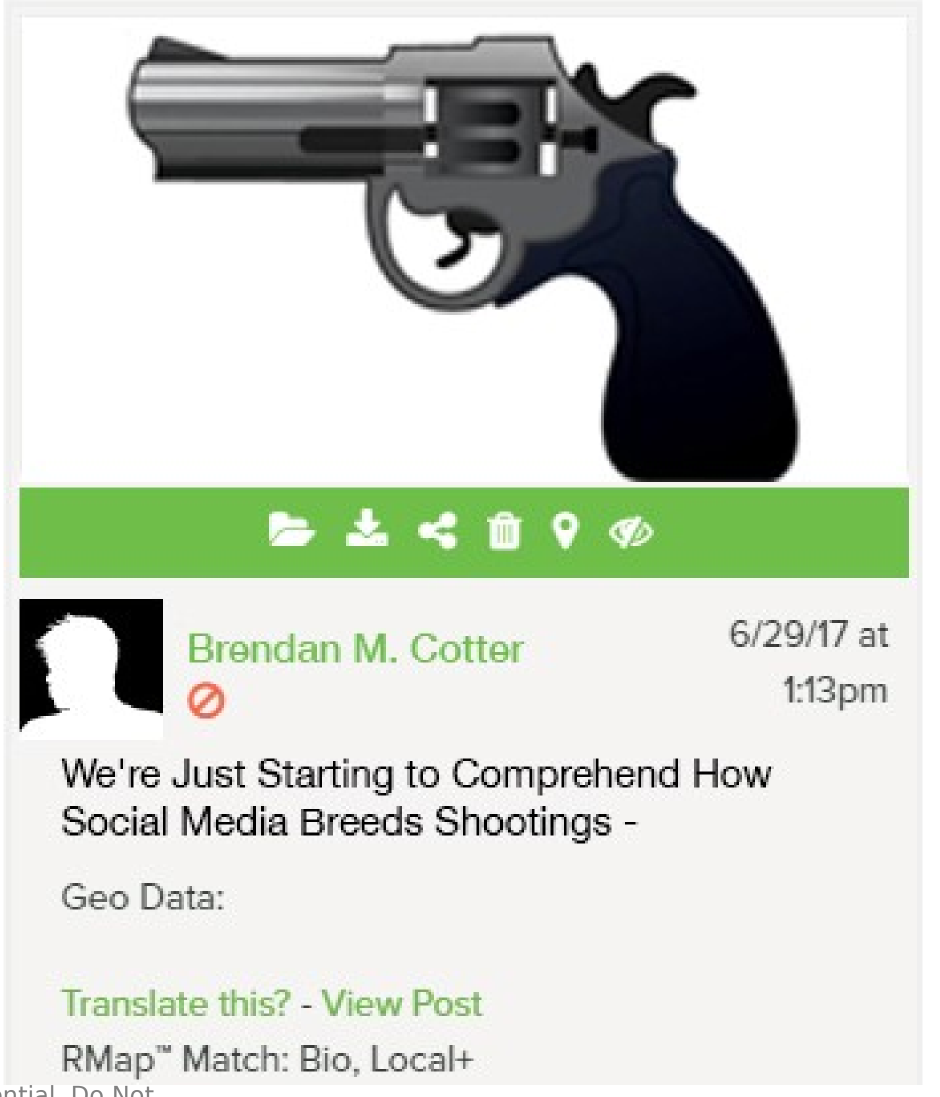
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Why am I so chubby
I’m going to end it all



What Do I Do with an Alert





"Everyone knows before us"

Safety issue posted on social media

Once notified, staff jumps into action to evaluate using standard policies and procedures

Don't hesitate

Social media enables information (not always accurate) to spread like wildfire

Proactive Steps Staff Takes

- Creating false profiles and "friending" students
- Using PIO's social media monitoring service
- Periodically checking certain students', parents' or employees' social media

If you don't hear about it first…

- Parents and students feel uneasy
- Attendance drops
- Media frames the story – missing facts
- Instruction time impacted
- Hard costs incurred

Impact of Social Media

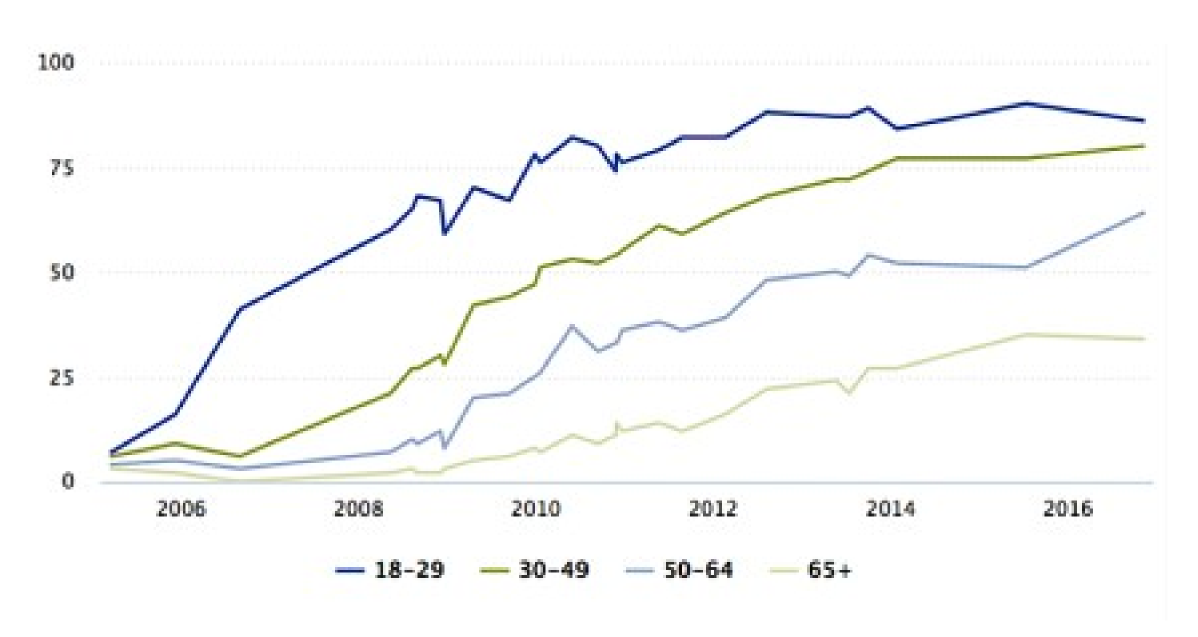
The use of social media is no longer widespread… it’s pervasive.

95% of 12-17 year olds and 98% of 18-24 year olds use social media daily. On mobile devices, 24% of users are using social media “almost constantly.”

According to the Pew Research Center and consumer insight service Experian Simmons

Social Media Use by Age

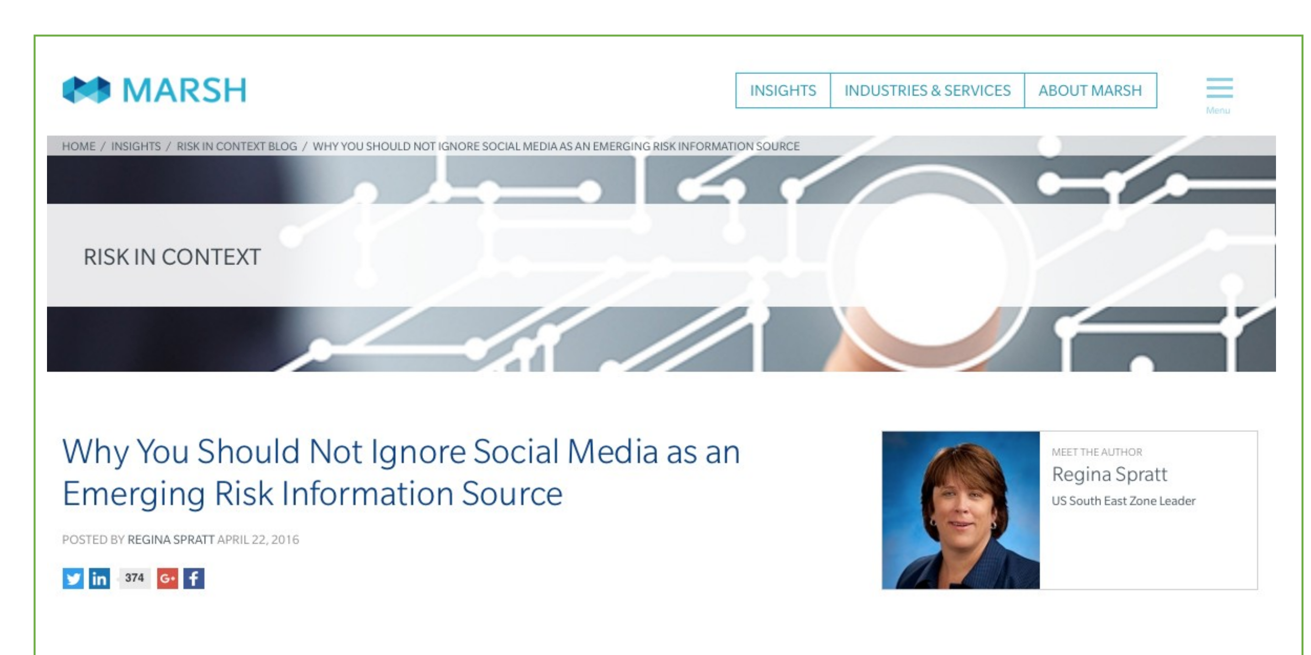
%of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-20016
Pew Research Center

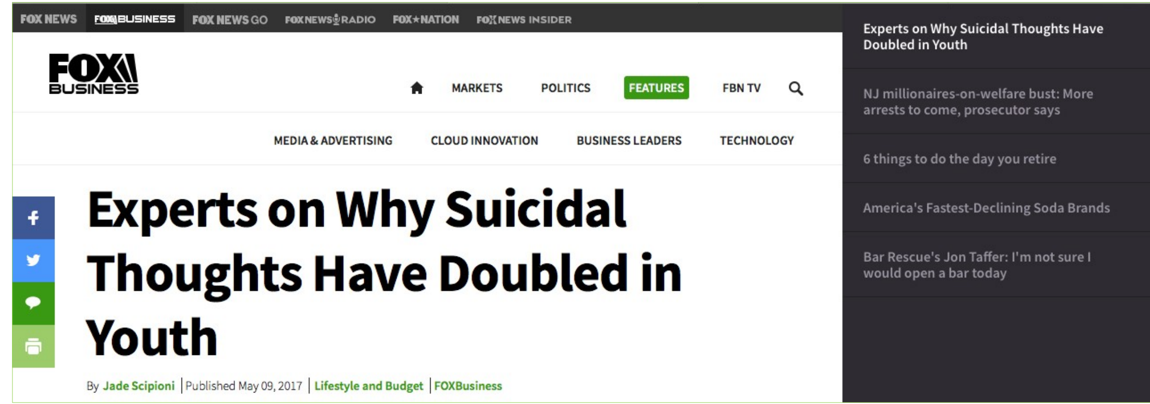


Emerging Risks



“…you shouldn't ignore social media as a tool for understanding and managing emerging risks.

Those who harness social media find and manage the risks around the corner that may give themselves an advantage as they become more risk ready over competitors that fail to do so.”







No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

Teen is tossing out racial slurs while having road rage - now pointing gun #racism https://t.co/hCtjUZeIps

Geo Data:

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Teen is tossing out racial slurs while having road rage - now pointing gun #racism https://t.co/hCtjUZeIps



Sentiments from a Client

From: Matt Carmichael
Sent: Tuesday, December 6, 2016

All,

This is without a doubt amazing. Great teamwork. **Today you saved a life and I am very proud of each of you. The process with Social Sentinel is hands down the best.** More formal appreciation to follow but please let me express my immediate gratitude.

Wow, sincerely,

Matthew E. Carmichael
Chief of Police
University of Oregon Police Department



Sentiments from a Client

From: David Perry
Sent: Tuesday, July 5, 2017

We witnessed the power of a Proactive Social Media Threat alert today! **Our team engaged quickly and thoughtfully to check on the welfare of a student who appeared to be in crisis.**

As we worked to make contact with the student it became more obvious that our intervention was necessary. By leveraging as many possible resources to protect our campus community, overall safety is improved. Partnering with Social Sentinel allows us the visibility and accuracy of threats in public social media in a manner that is compliments our many of our public safety initiatives.

David Perry
Chief of Police
Florida State University



No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

XYZ is first on my hit list

Geo Data:

Translate this? - View Post

RMap™ Match: Bio, Local+

XYZ is first on my hit list



No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

I'm through before I become desperate 😂

Geo Data:

Translate this? - View Post

RMap™ Match: Bio, Local+

I'm though before I become desperate



No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

@XYZAndre or if you bring a gun to campus

Geo Data:

Translate this? - View Post

RMap™ Match: Bio, Local+

@VCFAndre or if you bring a gun to campus



No image was associated with this post.

User Redacted

6/29/17 at 1:13pm

TBH I want to die... I hate myself so much

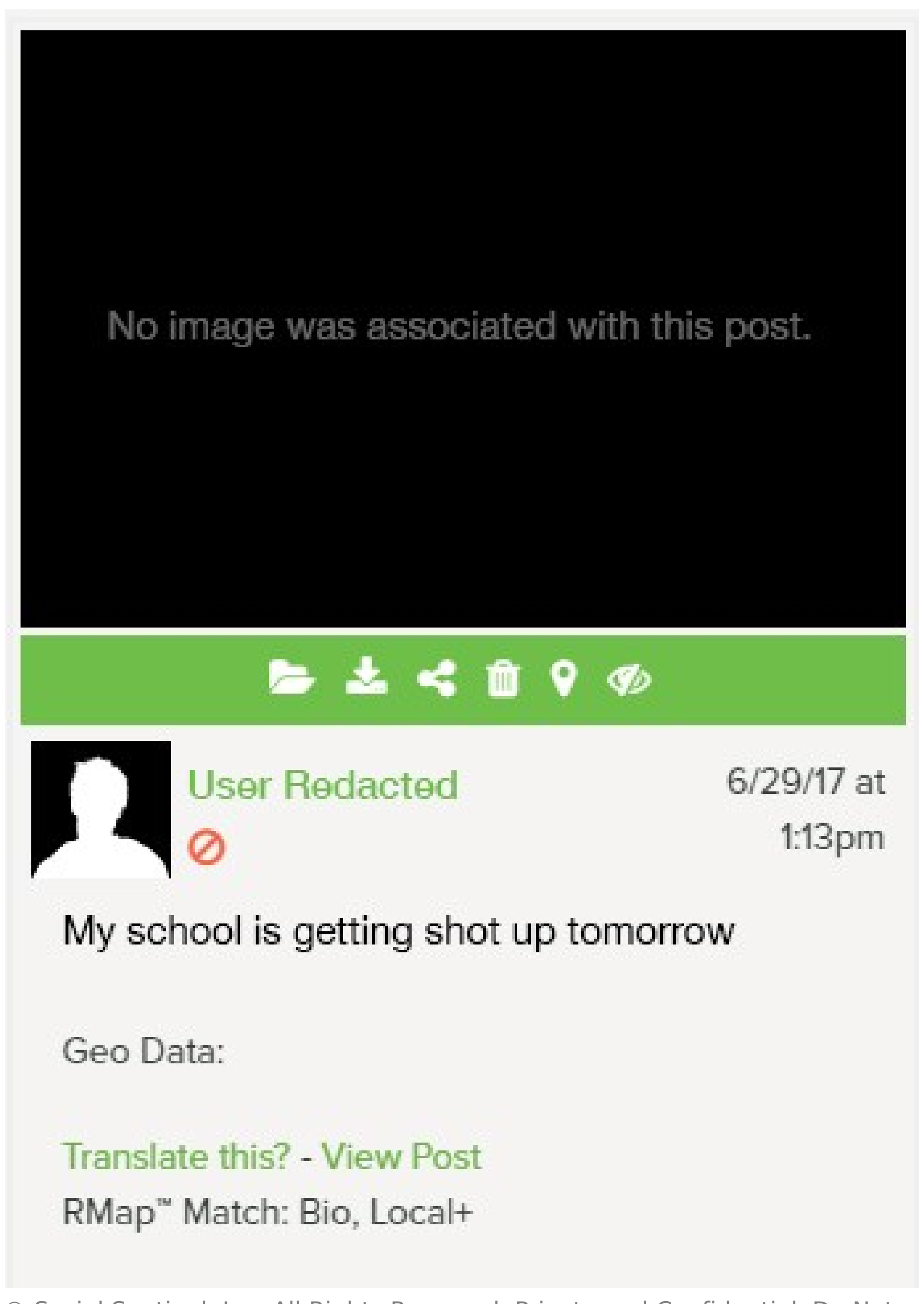
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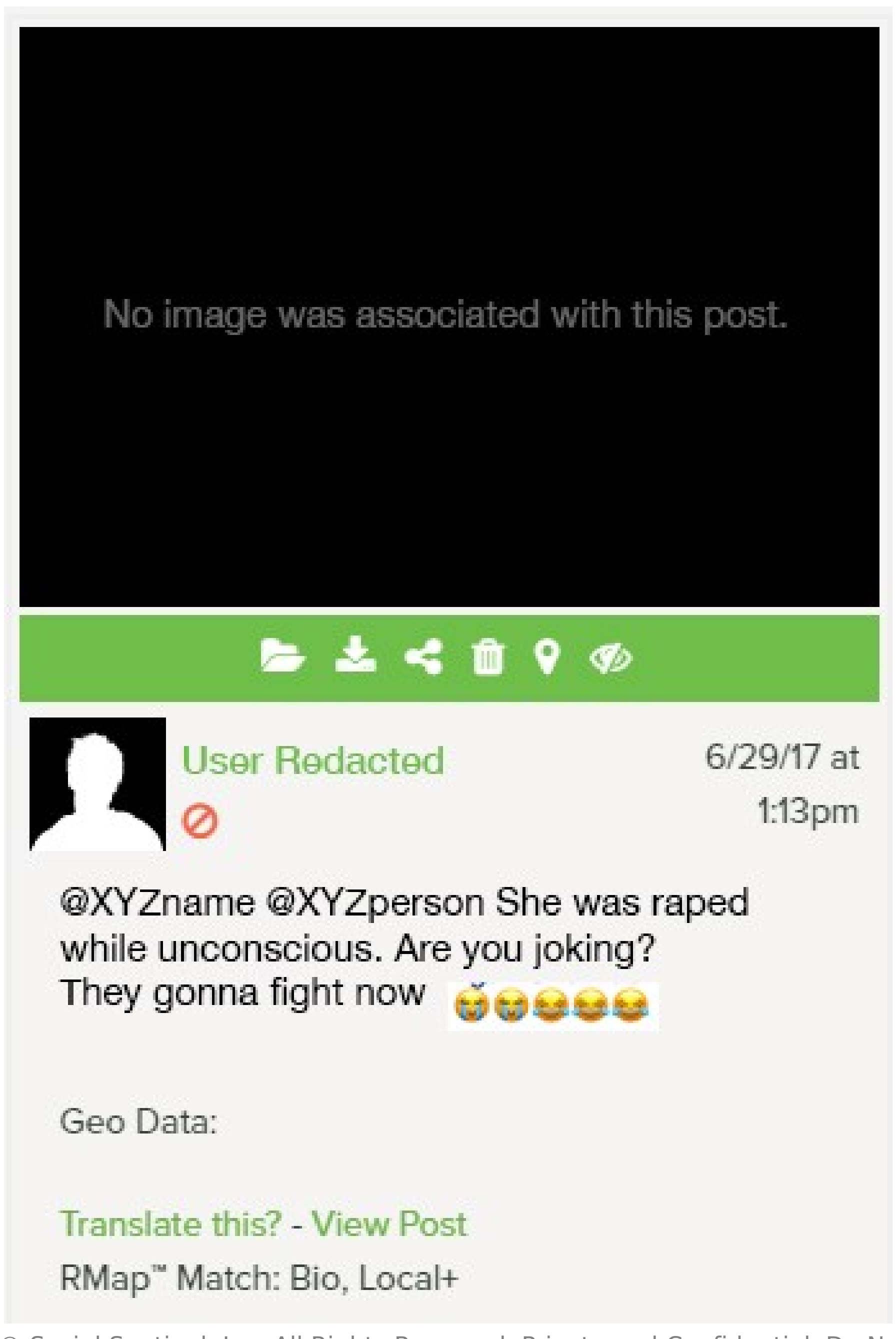
TBH I want to die…
I hate myself so much





My school is getting shot up tomorrow





@XYZname @XYZ person
She was raped while
unconscious.
Are you joking?
They gonna fight now

